



The Newark Branch

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

1028 BROAD STREET • NEWARK, N.J. 07102 • Telephone (201) 624-6400

September 23, 1980

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Dear Friends in Our Leadership Community:

We are happy to announce that, as of October 13, 1980, we shall have two separate community-oriented newspapers for Newark and suburban Essex County which become successors to, and formally continue, the Newark Community Alert. The papers will be called Newark ~~GREAT~~ER NEWS and Essex Suburban ~~GREAT~~ER NEWS.

Black Media, Incorporated (BMI) (which represents some 70 percent of the black-owned newsprint in America) is encouraging and supporting Mr. Albert Scott in this expanded venture designed to create a model for an ideal black community news and marketing service. Mr. Scott will serve as publisher of Newark GREATER NEWS. He has appointed Ms. Audrey Greene of Montclair as Editor-Publisher of the Essex Suburban edition.

On this coming Friday, September 26, at 5:00 p.m. at the YM-YWCA at 600 Broad Street, we shall be having a meeting of prominent representatives of all leading organizations in our communities to see how each of our groups may be served in the most extensive way by both editions of GREATER NEWS.

We need and invite your presence. We ask that you please bring with you background material on what the organizations closest to your heart are doing to help transform the Newark and Essex suburban communities into pride-filled ones. Also, please bring the fullest calendar of your organization's events through the end of this year so that these media may help you in letting others know of the important role they are playing for the good of all.

This represents a tremendous opportunity for you to serve on an Advisory Committee for the direction and/or focus of these new media serving the unique needs of our black communities. Please come. Bring friends -- representing other organizations -- if you feel they can be important resources. Refreshments will be served. RSVP's please at 643-3364.

Most sincerely yours,


Bobby Cottle

Acting President, Newark NAACP

P.S. If you can't make this important meeting, please call to let us know how this vital community opportunity may be of help to you and your organizations.

SEP 25 1980

Regular Branch Meeting Every 2nd Thursday of the Month